

Notice of References Cited		Application/Control No. 09/826,298	Applicant(s)/Patent Under Reexamination ISAACSON ET AL.	
		Examiner Namrata Boveja	Art Unit 3622	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-6,829,586	12-2004	Postrel, Richard	705/14
	C	US-5,774,870	06-1998	Storey, Thomas W.	705/14
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	L	US-			
	M	US-			

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NON-PATENT DOCUMENTS

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	V	Branscum, Deborah. "Click your way to discounts." August 31, 1998. Newsweek. Vol. 132, Iss. 9. Pg. 60, 1.
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	X	Rose, Sarah. "Plastic that pays you back." November 1998. Vol. 27, Iss. 11. Pg. 196, 1.

¹A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.